



KMOV
One Memorial Drive
St. Louis, MO 63102

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 855079
Schedule Dates 09/25/12-10/01/12
Advertiser Spence for Governor (38306)
Agency/T-Code Smart Media Group (7611)/788239874
Product Political - State Governor (1177)
Brand REPUBLICAN (168806)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name BROOKS,MICHELE
Phone/Fax (417) 859-5428 /
CPE SPENC/ORDR/925C01
Account Types National/Political Candidate - Agency
Billing Type Standard
Comments SPENCE 4 GOVERNOR

Date Entered 09/18/12
Last Modified 09/25/12
Entered By Betsy Waxberg
CO-OP No
Headline # 06317760
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,466.50
Net Total \$36,643.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	69	\$40,465.00
Oct. 2012	8	\$2,645.00
Grand Total:	77	\$43,110.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	54358- Crimetime Saturday							1		1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	CRIMETIME SAT	9/18/12
2.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	135472- Crimetime Saturday							1		1	\$495.00	\$495.00	St. Louis (KMOV) (KMOV)	CRIMETIME SAT	9/18/12
3.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	43181- 48 Hours							1			\$720.00		St. Louis (KMOV) (KMOV)	48 HOURS	9/18/12
3.0.1	Closed Preempt	09/29/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	48386- News @ 5am	4		X	X	X	X			4	\$85.00	\$340.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
5.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	48386- News @ 5am		1							1	\$85.00	\$85.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
6.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	20015- News @ 6am M-F	4		X	X	X	X			4	\$180.00	\$720.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
7.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	20015- News @ 6am M-F		1							1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
8.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	137124- Katie	4		X	X	X	X			4	\$90.00	\$360.00	St. Louis (KMOV) (KMOV)	KATIE	9/18/12
9.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	137124- Katie		1							1	\$90.00	\$90.00	St. Louis (KMOV) (KMOV)	KATIE	9/18/12
10.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	98273- Great Day St. Louis		1								\$80.00		St. Louis (KMOV) (KMOV)	GD	9/18/12

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Billing Type

Standard

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SPENCE 4 GOVERNOR

Date Entered

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Last Modified

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Entered By

Betsy Waxberg

CO-OP

No

Headline

06317760

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Package Deal

Commission %

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Net Total

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By Broadcast Month

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Oct. 2012 8 \$2,645.00

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10.0.1	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 9/18/12	
11.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	98273- Great Day St. Louis	4		X	X	X	X			4	\$80.00	\$320.00	St. Louis (KMOV) (KMOV)	GD	9/18/12
12.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20062- News @ 10pm M-F	2		X	X	X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
13.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	131968- CBS This Morning	4		X	X	X	X			4	\$160.00	\$640.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
14.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	131968- CBS This Morning	1	X							1	\$160.00	\$160.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
15.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20027- Inside Edition	4		X	X	X	X				\$180.00		St. Louis (KMOV) (KMOV)	INSIDE	9/18/12
15.0.1	Closed Preempt	09/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
15.0.2	Closed Preempt	09/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
15.0.3	Closed Preempt	09/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
15.0.4	Closed Preempt	09/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	

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16.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	20027- Inside Edition		1							1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)	INSIDE	9/18/12
17.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20054- News @ 5pm M-F	4		X	X	X	X			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
18.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	20054- News @ 5pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
19.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	20055- News @ 6pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
20.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20055- News @ 6pm M-F	4		X	X	X	X			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
21.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20022- Price is Right	4		X	X	X	X			4	\$450.00	\$1,800.00	St. Louis (KMOV) (KMOV)	PRICE	9/18/12
22.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	20022- Price is Right		1							1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	PRICE	9/18/12
23.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20023- News @ 12noon M-F	3		X	X	X	X			3	\$500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
24.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	20103- News @ 6pm Sa							1			\$300.00		St. Louis (KMOV) (KMOV)	NEWS	9/18/12
24.0.1	Closed Preempt	09/29/12															St. Louis (KMOV) (KMOV)	R-Live News Coverage/Spot - live event-network	
25.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20029- Young and the Restless	3		X	X	X	X			3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	YOUNG	9/18/12
26.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	20144- Sports Sunday								1	1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	SPORT S	9/18/12

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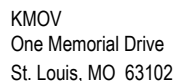
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27.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	132086- CBS This Morning: Saturday							4		3	\$50.00	\$150.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
27.0.1	Closed Preempt	09/29/12															St. Louis (KMOV) (KMOV)	R-Did not air/Spot -	
28.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	137536- News @ 6am Sun								2	2	\$100.00	\$200.00	St. Louis (KMOV) (KMOV)	NEWS	9/18/12
29.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	72328- Tim McCarver Show								1	1	\$110.00	\$110.00	St. Louis (KMOV) (KMOV)	TIM MC	9/18/12
30.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	20055- News @ 6pm M-F	1		X	X	X	X			1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS	9/24/12
31.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	98273- Great Day St. Louis	2		X	X	X	X			2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)	GD	9/24/12
32.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	4:30A- 5A (CT)	1		X	X	X	X			1	\$40.00	\$40.00	St. Louis (KMOV) (KMOV)	NEWS	9/24/12
33.0	Normal Line / SPOT	09/29/12-09/29/12	1	:30	119145- News @ 10:30pm	1						X		1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	9/24/12
34.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	20053- Entertainment Tonight	5		X	X	X	X			5	\$1,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)	ET	9/24/12
35.0	Normal Line / SPOT	09/30/12-09/30/12	1	:30	119144- News @ 10:30pm Sun								1	1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	9/24/12
36.0	Normal Line / NCAA - FOOTBALL	09/29/12-09/29/12	1	:30	51911- CBS Sports College Football							3		3	\$1,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NCAA FB	9/24/12
37.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	20054- News @ 5pm M-F	1		X	X	X	X			1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS	9/24/12

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